LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. - 54. **(Canceled)**

55. **(New)** An advertisement presentation system comprising:

a server connected to a network;

an advertisement server configured to distribute an advertisement; and

a user side equipment configured to present the advertisement received from the advertisement received from the advertisement server, while conducting an operation of transmitting/receiving data to/from the server via the network, wherein

the user side equipment, when detecting a purchase request is effective to transmit the purchase request to the advertisement server.

56. **(New)** An advertisement presentation system according to claim 55, wherein, when the user side equipment detects an operation of interrupting the advertisement while presenting the advertisement, the user side equipment is effective to conduct a predetermined operation on target data which is downloaded or is being downloaded from the server.

57. **(New)** An advertisement presentation system according to claim 56, wherein the predetermined operation is a removing operation.

58. **(New)** An advertisement presentation system according to claims 55, wherein after downloading target data from the server, if the user side equipment is effective to detect an error while transmitting upload data to the advertisement server, the user side equipment transmits the upload data when the user side equipment detects an establishment of connection to the network.

59.   **(New)**   An advertisement presentation system according to claim 58, wherein the upload data includes at least one of a reply to a questionnaire and personal characteristic information.

60.   **(New)**   An advertisement presentation system according to claim 55, wherein,

the advertisement transmitted from the advertisement server comprises plural and various advertisements, and

after downloading target data from the server, each time when the target data is used, the user side equipment selects and presents one of the advertisements which is different from previously presented advertisement.

61.   **(New)**   An advertisement presentation system according to claim 60, wherein,

after presenting all of the advertisements, the user side equipment conducts an operation on the target data to be made impossible.

62.   **(New)**   An advertisement presentation system according to claim 55, wherein,

the advertisement comprises plural and various advertisements, and

after downloading the target data from the server, each time the target data is used, the user side equipment cyclically or randomly presents the advertisements.

63.   **(New)**   An advertisement presentation system according to claim 55,,

wherein, in parallel to the operation of transmitting/receiving data to/from the server via the network, the user side equipment conducts at least one of various operations including virus checking, defragmenting and deleting unnecessary files from said user side equipment.

64.   **(New)**   An advertisement presentation system according to claim 55,

wherein, the user side equipment is effective to calculate a time necessary for presenting the advertisement up to the end and, based on a transmission speed of a communication line and a size of the target data, adjusts a data transfer speed applied to download the target data in order to finish the downloading operation in the calculated time.

65. **(New)** An advertisement presentation system according to claim 55,

wherein, until the end of presenting the advertisement, the user side equipment suspends a downloading operation of a portion of the target data.

66. **(New)** An advertisement presentation system according to claim 65,

wherein, at the end of presenting the advertisement, the user side equipment conducts a downloading operation of the portion of the target data.

67. **(New)** An advertisement presentation system according to claim 66,

wherein, the user side equipment is effective to receive a URL showing a location of the portion of the target data from the advertisement server and to conduct a downloading operation of the portion of the target data in reference to the URL.

68. **(New)** An advertisement presentation system according to claim 55,

wherein, while conducting an uploading operation to the server, the user side equipment presents the advertisement.